

Digital marketing specialist

> **デジタルマーケティングのご経験のある方は歓迎です。**

Job Information

Recruiter
JAC Recruitment Co., Ltd.

Hiring Company
非公開

Job ID
1615374

Industry
Medical Device

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
6 million yen ~ 7 million yen

Work Hours
09:00 ~ 18:00

Holidays
詳細は求人ご紹介時にご案内いたします。

Refreshed
November 28th, 2026 15:00

General Requirements

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Native Level

Minimum Education Level
High-School

Visa Status
Permission to work in Japan required

Job Description

【求人No NJB2414721】
■General Position Summary
This position will be responsible for Japan digital marketing initiatives to increase and deepen InMode brand awareness in Japanese market.

■Key Responsibilities
・Responsible for Japan digital marketing planning strategies and execution as a specialist
・Design implement and optimize digital campaigns in multiplatform digital platforms e.g. email website and social channels to achieve Marketing Qualified Lead（MQL）and Marketing Source Opportunity（MSO）goals
・Set meet and track clear KPIs for each campaign performance metric

・Experience in funnel lead life cycle and establishing connections from front channels to back end CRM Salesforce.
・In depth experience in an email marketing automation system
・Design and manage the Japanese website for exposure maximization with guidance from the Global Marketing Team
・Proofread contents for clarity and proper language used
・Adopt and improve marketing templates and incorporate the InMode brand scheme
・Manage and optimize paid search paid social and SNS channels including Facebook Instagram LINE etc. to meet social media platform KPIs
・Analyze and closely track campaign performance and suggest improvements
・Report and review Japan digital marketing performance by week month quarter and annually
・Work closely with the Global Digital Team to ensure campaigns are aligned with strategies
・Ensure digital initiatives follow industry policies and best practices
・Responsible for all digital creative designs and programs with agencies' support

Required Skills

■Educational Requirements
・Bachelor's degree or above in Marketing or relevant field
・Proven 5 years of work experience as a Digital Marketing
・Social Media Platform/SNS experience is mandatory
・Experience in HTML and website content management
・Experience with Salesforce or CRM system
・Knowledge of SEO/SEM and Google Analytics
・Familiar with Design tools preferred
・Excellent written communication（Japanese and English） and copywriting skills
・Proactive and highly organized with attention to detail and a proven ability to multitask
・Strong team player
・Excellent spoken English ability to work with global colleagues

Company Description

ご紹介時にご案内いたします